



Southern  
Ontario  
Library  
Service

## SIGNAL online

### Archives

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#### **1. COOL - eAudiobooks now part of the COOL shared ebook collection**

There are now 790 audiobook titles that are part of the COOL IV shared ebook collection. This past year, NetLibrary made it possible to acquire audiobooks for consortium shared collections. These are now available for libraries that participate in the collection and the titles are already circulating. The titles are available for a loan period of 7 days with a maximum of 3 titles per patron. Individual titles can be renewed once. MARC records will soon be available just as in previous collections. Once they are, participating libraries will be informed.

A list of Questions and Answers are available on SOLS website ( pdf format)

Web sessions (also known as webinars) have been scheduled and libraries are encouraged to sign up for them to learn more about the audiobooks. More information on the web sessions is posted in the Training section of the SOLS Website. Due to the very high demand, we have organized two extra NetLibrary audiobook webinars – Wednesday, October 31<sup>st</sup> at 1:30pm and Wednesday, November 14<sup>th</sup> at 1:30pm. Information will be posted shortly under webinars

on the Training section of the SOLS website.

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## **2. COOL – New offer for Britannica Online 2007-08**

A detailed e-mail was also sent to all SOLSCEOs via the listserv. That e-mail included information on the Britannica Online 2007-08 product, pricing and trial information, as well as a copy of the license agreement.

Products being offered include:

- *Britannica Online Academic Edition* – Universities & Colleges (new last year)
- *Britannica Public Library Edition* – (new last year)
- *Britannica Online School Edition*
- *Annals of American History Online*
- *Webster's Third New Int'l Dictionary*
- *World Data Analyst Online*
- *Britannica's Original Sources* (academic and special libraries only)
- *Encyclopedia Universal en Español* (Spanish Encyclopedia)

This year, a new product has been added - *Britannica Online Global Reference Centre* – Universities, Colleges, Public Libraries. The *Britannica Online Global Reference Centre* is an extensive collection of Britannica's foreign language content, offering trustworthy information in Spanish, Japanese, Korean, simplified Chinese, and French encyclopedias. Please note, as of last year, Britannica Online is no longer offered. It has been replaced by two new products, *Britannica Online Academic Edition* and *Britannica Public Library Edition*. Both products have new interfaces. The World Data Analyst is now FREE with the subscription of *Britannica Online Public Library Edition* and the Academic Edition.

New subscribers and renewing libraries should indicate their intent to subscribe/renew, no later than **Friday, September 7<sup>th</sup>, 2007**.

If you have questions, or require further clarification, please feel free to contact Brenda Lewis at [blewis@sols.org](mailto:blewis@sols.org), or 1-800-387-5765, ext. 5130.

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## **3. CONSORTIA PURCHASING – New CPA with Microsoft Canada**

SOLS is pursuing a consortial purchasing agreement for Microsoft products. Microsoft Canada has informed us that libraries qualify for the Select Academic licensing program, which offers significant discounts on list prices and, in most cases, deeper discounts than charitable or municipal agreements. We are presently obtaining quotes from a number of resellers, and will have product lists and pricing available by October.

For more information, please contact Brenda Lewis at [blewis@sols.org](mailto:blewis@sols.org), or 1-800-387-5765, ext. 5130.

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## **4. RESOURCE LIST – Now posted on the SOLS website!**

SOLS has posted a booklist of materials which was developed in collaboration with Barrie and Cobourg Public libraries. The texts are in the topic areas of fundraising, non-profit management and volunteer program management. There is a particular emphasis on Canadian titles and texts that are required reading for the examination to become a Certified Fund Raising Executive. Libraries can use this list (approximately 90 titles) to improve their collections with current, relevant material.

In the case of Cobourg Public Library, they received funding from the local United Way so that there would be a collection available to community organizations. These books, combined with the electronic version of the *Canadian Directory of Foundations and Corporations* (available through Imagine Canada) mentioned in the last issue of Signal, make for a dynamic collection for your local non-profit organizations and charity groups.

The new booklist can be found on SOLS Website.

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## **5. FUNDING FROM THE ONTARIO TRILLIUM FOUNDATION – Next deadline is November 1, 2007**

The Ontario Trillium Foundation continues to offer grants to libraries in small communities and First Nation communities. Under the OTF community program, applications for grants for **municipal libraries** serving small communities (populations of 20,000 or less) must be submitted through the municipality. Applications for grants for **county libraries** serving small municipalities (populations of 20,000 or less) must be submitted through the County Library Board. Applications for grants for **First Nation libraries** must be submitted through the First Nation's Band Council.

A copy of the application process is posted on the Foundation's website. If you are applying for a **small capital grant**, up to a maximum of \$15,000, there is a new simplified application form. Capital funding is used for repairs, renovations or improvements to land or buildings and to purchase equipment to support program activities or even to boost specific library collections. Capital funding also supports accessibility renovations, the purchase of office equipment and musical instruments, and the installation of fuel-efficient furnaces. The next deadline is November 1, 2007 – at 5:00 pm on the deadline date. Rob Lavery, from the SOLS staff, is available to assist in preparing the application or to review an application, and you can contact Rob at 1-800-387-5765, extension 5137 or rlavery@sols.org.

## 6. CEO SALARY SURVEY – *Scheduled for Winter 2008*

SOLS is planning to undertake another CEO salary survey, similar to the survey done in 2003. At that time, data was collected from libraries, but aggregated to maintain confidentiality. Library CEOs, boards, municipal HR staff, and independent HR consultants, found the results of the survey to be useful in determining the competitiveness of Library CEO compensation. A copy of the 2003 CEO salary survey is posted on the SOLS website.

Of course, four years later, the data is out of date, hence the need to undertake a new survey. Now that we have the base data from 2003, in addition to making 2007 data available, we can also identify trends over the four years, such as the relationship between salary increases and the rate of inflation. Before we begin the survey, we would like to know if there are pieces of information not contained in the 2003 survey that you would find useful. For further information, or to submit an idea, please contact Daryl Novak by telephone at 1-800-387-5765 (416-961-1669) ext. 5135 or by e-mail at dnovak@sols.org. The deadline for the submission of ideas is the end of October.

## 7. FALL 2007 TRAINING HIGHLIGHTS – *Registration has opened*

This fall, SOLS will be offering some exceptional training opportunities for library staff. A copy of the publicity document on the SOLS website has also been posted in pdf format. Information for each of the workshops, as well as the online registration forms, are now available in the training section of the SOLS website.

Just a reminder about payment for workshops: please wait to be invoiced by SOLS. We do this twice a year, in June for the spring workshops, and December for the fall workshops. Libraries may choose to pay by cheque, Visa, Mastercard or American Express. By invoicing the libraries, administrative work is reduced significantly for both SOLS and its client libraries.

### a) Highlight: Marketing workshop

SOLS is pleased to be presenting a workshop led by Bernie Colterman, an expert in public sector marketing. The workshop, entitled "Using Marketing to Increase the Reach and Impact of Public Library Services", is an excellent opportunity for libraries to learn from someone who has assisted a wide range of public sector clients and nonprofit organizations in the areas of marketing planning and program delivery, internal marketing, social marketing, performance measures, revenue generation and cost-recovery strategies. Mr. Colterman is co-director of the Centre of Excellence for Public Sector Marketing, and is president of Colterman Marketing Group in Ottawa. He is a faculty member of Carleton University's Sprott School of Business, Professional Certificate in Public Sector and Non-Profit Marketing. And, he produces an annual symposium, MARCOM, on public sector and nonprofit marketing. Mr. Colterman is frequent contributor to publications and an in-demand conference speaker. One of his latest publications is "The Case for Marketing in the Public Sector", which he co-authored for *Optimum, the journal of public sector management*.

Mr. Colterman is eminently qualified to discuss the challenges libraries are facing today of diminished resources, a competitive environment and pressures to meet revenue targets. The workshop will assist attendees to better understand the role of marketing in the public sector – often a budget line-item that is difficult to justify. As well, workshop participants will hear about the application of marketing principles to the library circumstance to improve effectiveness. There will also be time in the afternoon to discuss the bigger issues of library marketing, including positioning, relevancy, segmenting markets, allocating scarce resources, and performance measurement. The workshop will be filled with helpful strategies and tools that can be implemented in the library situation.

This full-day workshop will be held Tuesday, October 30, 2007 at the Four Corners Branch of the Brampton Public Library.

Although the workshop is intended for library marketing managers and CEOs of libraries that do not have marketing staff, the session will be of interest to any library staff involved in marketing, as well as Trustees and volunteers with an interest in developing the marketing capacity of their library.

#### b) Other in-person workshops

Other workshops being planned include **Pay Equity Maintenance, Essential Reference Skills and E-resources, From Corporate Sponsorships to Community Partnerships: Working with small businesses and corporations to benefit your library, Puppetry @ your Library**, as well as Reading Trends with Sharron Smith and the Dewey Divas and Dudes.

The Pay Equity Maintenance workshops are being offered as half day sessions with Lise Lubera from the Education Department of the Pay Equity Commission. The dates are fast approaching with Kingston on September 17<sup>th</sup>, Collingwood on September 24<sup>th</sup>, Peterborough on October 10th and London on October 14<sup>th</sup>. The session will focus on the requirements for maintaining the pay equity plan. For the complete workshop description and to register, please visit the SOLS website.

For French libraries, Communication-Jeunesse will present a two day workshop – *Lire, un plaisir à partager* – in late November.

#### c) Webinars

Continuing from our spring Webinars on e-resources, this fall, we will be offering additional training on Thomson Gale, EBSCO, and NetLibrary products to help libraries make the most of electronic resources. There are two sets of Thomson Gale webinars this fall. The first is called "Last chance for the basic training" on the Thomson Gale products available to all public libraries through the Knowledge Ontario license, and sessions will be held on Wednesday, September 12<sup>th</sup> and Tuesday, September 18th. The second Thomson Gale webinar will cover tricks and tips for optimizing the use of Thomson Gale databases, and sessions will be held on Thursday, September 27<sup>th</sup> and Tuesday, October 9<sup>th</sup>. The EBSCO webinar will cover the Canadian Reference Centre product which is available to all public libraries through the Knowledge Ontario license, and sessions will be held on Friday, September 14<sup>th</sup>, Thursday, September 20<sup>th</sup> and Tuesday, October 16<sup>th</sup>.

In the NetLibrary webinar, staff will be introduced to the audiobook products which are now available through the same NetLibrary system as the ebook collection of which many of you are now familiar. While three of the webinars have already taken place, an additional webinar on the eAudiobooks will be held on Wednesday, September 19th. Due to the very high demand, we have organized two extra NetLibrary audiobook webinars – Wednesday, October 31<sup>st</sup> at 1:30pm and Wednesday, November 14<sup>th</sup> at 1:30pm. Information will be posted shortly under webinars on the Training section of the SOLS website.

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## 8. FALL MEETINGS AND GATHERINGS

#### a) Southern First Nation Librarians Fall Gathering

First Nation library staff are marking their calendars for Thursday, September 27 and Friday, September 28 for their annual Fall Gathering. The purpose of the gathering is twofold. The first is information sharing with the ministry, SOLS, and colleagues working in other First Nation libraries. The second is training. For this gathering, there will be a Collection Development refresher, which will be led by SOLS Consultant, Helene Golden. Another session, on enhanced computer skills, with the intent of developing marketing and promotional materials is also in the planning stages. The gathering will be generously hosted by Beausoleil First Nation on Christian Island. The gathering will coincide with the official re-opening of the Beausoleil library after renovations. For further information on the Southern First Nation Librarians Fall Gathering, please contact Daryl Novak by telephone at 1-800-387-5765 (416-961-1669) ext. 5135 or by e-mail at dnovak@sols.org

#### b) Kempenfelt Conference

From September 9<sup>th</sup> to September 13<sup>th</sup>, selected staff from libraries that are members of ARUPLO - (Administrators of Rural-Urban Public Libraries of Ontario) will be participating in the 2007 edition of the Kempenfelt training session. This year's theme, "The New Rural @ your library", reflects several concepts: recent changes within a community, the new brand of seniors, and how this changing climate affects the services provided by the library. ARUPLO continues to support and supplement this training because they believe in the advantages of a residential training course for staff. The course outline, expectations, reading list and a Printable copy of programme in Word are posted on the SOLS website.

#### c) Library Committee Meetings

Library Committee meetings are held three times a year in eight areas. The meeting is a half day and, twice a year, is combined with a half day Clinic training event. CEOs and senior staff of libraries have an opportunity to meet and discuss common issues, and receive updates and news from SOLS staff.

This fall, the meetings will be held as follows:

- **Saugeen** - Monday, October 1, 2007 Meeting 10am; Clinic 1pm at the Grand Valley Public Library
- **Tri-County** (Hastings, Prince Edward, Northumberland and Addington) - Monday, October 1, 2007 Meeting 10am, Clinic 1pm - Location to be determined
- **Lanark** - Tuesday, October 2, 2007 Clinic 10am, Meeting 1pm at the Carleton Place Public Library
- **Leeds and Grenville** - Wednesday, October 3, 2007 Clinic 10am, Meeting 1pm at the Lyndhurst Branch of the Leeds and 1000 Islands Public Library
- **Simcoe/Muskoka District** - Thursday, October 4, 2007 Meeting 10am; Clinic 1pm at the Thornton branch of the Essa Public Library
- **Renfrew County** - Thursday, October 4, 2007 Clinic 10am, Meeting 1pm at the Petawawa Public Library
- **Peterborough** - Monday, October 15, 2007 - Meeting 10 am, Clinic 1pm at the Lakefield Branch of the Smith Ennismore Lakefield Public Library
- **Prescott-Russell** (Comité des services en français - CSF) - lundi, 22 octobre, 2007 à la Bibliothèque publique de canton de Champlain

At the Library Committee meetings, there will be an information clinic called "Web 2.0, Library 2.0, and Social Software". In this clinic, time will be spent talking about the flurry, or could that be flood, of changes in the way people and libraries are using the Internet. The intent is that library staff will become familiar with some of the new technologies, and then be able to decide what might or might not work in a local library. Trends in Web 2.0, Library 2.0 and social networking initiatives will be covered. There is even a little bit of homework, as before the clinic, it would be helpful to have read Walt Crawford's article on the issue of Library 2.0 (pdf). Registration information for the meetings and clinics is posted on SOLS website.

#### d) Trustee Council meetings

Trustee Councils meet twice a year and all public library boards may send a representative. While all appointed trustee council representatives will receive a print mailing of the agenda, the dates of the upcoming meetings, in chronological order, are as follows. Further information is posted under "Networking Opportunities" on SOLS website.

- **Trustee Council 1** - Saturday, November 3, 2007 from 10am to 1pm - Brant County Public Library - Burford Branch
- **Trustee Council 2** (Escarpment) - Saturday, November 10, 2007 10am to 1pm - Niagara Falls Public Library - MacBain Community Centre Branch
- **Trustee Council 3** - Monday, November 5, 2007 from 6pm to 9pm - Hanover Public Library
- **Trustee Council 4** - Saturday, November 3, 2007 from 10am to 1pm - Barrie Public Library
- **Trustee Council 5** - Saturday, November 3, 2007 from 9:30am to 12:30pm - Markham Public Library - Markham Village Branch
- **Trustee Council 6** - Saturday, November 3, 2007 from 10am to 1pm - Kingston-Frontenac Public Library - Isabel Turner Branch
- **Trustee Council 7** - Saturday, November 3, 2007 from 10am to 1pm - Bonnechere Union Public Library (Eganville)
- **Trustee Council 8** - Saturday, November 3, 2007 from 11am to 2pm - Perth & District Union Public Library

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## 9. TD SUMMER READING PROGRAM 2007

SOLS has supported the TD Summer Reading Program since 2000 when it was first expanded beyond Toronto. Each year, we organize the ordering process for libraries in southern Ontario, deliver all of the materials to SOLS' libraries, post information about booklists, clip art and other program ideas on our website, as well as organize a number of orientation sessions.

The evaluation forms are once again being handled by Decima Research, on behalf of Library and Archives Canada. The information letters have been distributed by e-mail to the representative from each participating library. Each library is being asked to complete the evaluation form using the unique and secure URL provided in the letter. If you have not received your URL by September 5<sup>th</sup>, please contact summerreading@sols.org. The deadline is Friday, September 28<sup>th</sup>. After the evaluations have been received, the results will be posted on the official website for the TD Summer Reading program.

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## 10. SOLS CEO LISTSERV

SOLS maintains a list of all the e-mail addresses for SOLS CEOs. It is this list that is used to distribute Signal. Several times through the month, you may also receive other messages from SOLS. This month, these messages were distributed through the SOLSCEO list:

- On August 14<sup>th</sup>, Laurey Gillies sent out a message on behalf of the Federation of Ontario Public Libraries. FOPL is happy to announce that, with the assistance of OLS-N, the 2007 Ontario Public Library materials have been mailed to all public libraries in the province. If you do not receive your package by September 4<sup>th</sup>, please contact Lorraine Leblanc, Ontario Library Service - North / Services des bibliothèques de l'Ontario – Nord Tel: 705-675-6467 ext. 207 E-mail: lleblanc@olsn.ca. Also, if you are planning events for Ontario Public Library Week (October 15-20), please send your events and dates to admin@fopl.ca for the provincial calendar.
- On August 17<sup>th</sup>, Brenda Lewis sent a message regarding the latest offer from COOL for Britannica Online. More information is included earlier in this issue of *Signal*.
- On August 17<sup>th</sup>, Sue Walls posted a vacancy at the Orangeville Public Library, and that the Public Library Board is seeking candidates for the position of Chief Executive Officer. Résumés are to be sent to the Library Search Committee by Friday, September 7, 2007.
- On August 21st, Sue Walls sent a message to announce the appointment of Maureen Cubberley to the position of Chief Executive Officer at the Huntsville Public Library.
- On August 24<sup>th</sup>, Sue Walls sent a message to announce the appointment of Rona O'Banion to the position of Chief Executive Officer of the Brock Township Public Library.
- On August 27<sup>th</sup>, Daryl Novak announced the vacancy at Wainfleet Township Public Library, and that the Public Library Board is seeking candidates for the position of Chief Executive Officer. Résumés are to be sent to Board Chair by September 14, 2007.
- On August 30<sup>th</sup>, Sue Walls sent a message to announce the appointment of Paula Coutts to the position of Chief Executive Officer (CEO) at the New Tecumseh Public Library during Mary Anne Wilson's extended leave.

If you did not receive these messages, and would like further information, please contact the SOLS HelpDesk at 1-800-387-5765, extension 4, or by e-mail to helpdesk@sols.org

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